

## ClearUP™

Sinus Pain Relief

### Our Story

Tivic Health Systems (Tivic Health™) was co-founded in 2016 by Jennifer Ernst, a hi-tech business builder, and Jean Claude, a biomedical engineer and inventor. They shared a vision to build a bioelectronic company that would harness the power of neuromodulation for the management of sinus pain and other chronic diseases and conditions. For two years, they carefully designed and rigorously tested an elegant, easy-to-use handheld device to relieve sinus pain often associated with chronic sinusitis and allergic rhinitis. The company is now poised to commercialize this first-of-its-kind device.

Tivic's breakthrough device, ClearUP™ Sinus Pain Relief (ClearUP™), is non-invasive, chemical-free and uniquely designed to be used on the facial area around the sinus passages. The device is intended for nearly 34 million people in the United States suffering from chronic sinusitis<sup>1</sup>, as well as the 22 million adults who suffer from allergic rhinitis each year.<sup>2</sup> ClearUP™ fills an unmet need for treating sinus pain which other over-the-counter and prescription treatments do not address adequately. Sinus specialists such as Allergists and Ear, Nose and Throat (ENT) physicians recognize this need for sinus pain solutions. Subinoy Das, MD, ENT, stated, "There's a gap in clinical medicine for treating sinus pain. This handy device [ClearUP™] has huge potential for fulfilling this unmet need for many of my sinus patients."

### Our Vision

Tivic Health is a bioelectronic medical device company devoted to harnessing the power of neuromodulation to help empower those suffering from chronic conditions. Rooted in research and clinical validation, Tivic Health is commercializing the use of non-invasive microcurrent devices that work in tandem with the body's own core electrical system for therapeutic benefit.

### Our Goal

Tivic Health is poised to launch a ground-breaking innovation, the first bioelectronic handheld medical device for sinus pain. This device will be easily accessible to health care professionals and sinus sufferers in the United States, pending FDA clearance. Ultimately, the Tivic Health

team seeks to pioneer medical device advances across multiple clinical areas and chronic conditions for in-home therapy.

## About the Technology

The field of bioelectronics applies technology to our biological systems for a wide variety of serious conditions such as Parkinson's disease, rheumatoid arthritis, and other pain-inducing maladies. Bioelectronics are reshaping the health care industry and are a fast-growing alternative to pharmaceutical therapies.<sup>3-4</sup> As a viable, beneficial alternative to traditional treatment methods the neuromodulation market is projected to be worth \$6.2 billion by 2020.<sup>5</sup>

1. Centers for Disease Control and Prevention. [Vital and Health Statistics: Prevalence of Selected Chronic Conditions: United States, 1990-92. Series 10, No. 194. Pg. 12, Table 8.](#) Accessed August 6, 2018.
2. American College of Allergy, Asthma, and Immunology. [Allergy Facts.](#) Accessed August 11, 2018.
3. Musco, S., and Wolf, C. Advisory Board. [Bioelectronics are already shaking up health care. Here's what you need to know.](#) Accessed August 1, 2018
4. Scanlon, J. Boston Globe. [Bioelectronic medicine is a fast growing alternative to drugs.](#) Accessed August 1, 2018
5. MarketsandMarkets. [Neuromodulation Market by Technology \(Deep Brain Stimulation, Spinal Cord Stimulation, Transcranial Magnetic Stimulation\), by Application \(Depression, Parkinson's, Tinnitus, Alzheimer's, Epilepsy, Ischemia, Obesity\) - Trends & Global Forecast to 2020.](#) Accessed August 6, 2018.

